

DAILY GAMEPLAN®

presents

Sales Tips from the Pros



At **Daily Gameplan** we strive to pass along great sales tips to help you and your sales teams sell more. We ran across several great tips from a variety of sales professionals at a website called www.eyesonsales.com. We are not affiliated nor do we accept any outside advertising from any company, but we feel the sales tips from this site can give you the advantage you need to take you to that next level of sales. Here are just a few tips we thought you could use.

>> People never say what they really mean...at first

The professional salesperson “peels the onion” to allow the customer a feeling of safety, which allows for the free expression of thoughts, opinions and feelings.

>> It's not all about price

Price is only one factor in a buying decision. As a true sales professional, it is your job to determine what the prospect defines as “more for their money”. Top sales pro's welcome a price difference — it gives them an opportunity to demonstrate how good their product and they really are!

>> Exude an image of quality

Does your image and communication style convey responsibility, concern, and confidence? Do you doubt that image has anything to do with building value, earning customer confidence or success? Think again.

>> Do not over sell product capabilities

Many salespeople exaggerate the capabilities of their product, service and company trying to make the sale. Unfortunately, this only leaves customers feeling let down and angry when these expectations are not met. Demonstrate confidence in yourself and your product's true capabilities.

>> Address objections squarely with customers

If the prospect appears to be happy with the competition, they aren't! If they were happy, you wouldn't have the opportunity to meet them. It is your job to uncover what the prospect feels is missing or could be improved on.

>> Do not allow the customer to self-diagnose

The successful sales professional takes on the role of a valued advisor or business consultant.

>> Always be listening

Customers have learned through annoying experience that a traditional salesperson won't take “no” for an answer. Displaying a willingness to accept the customer's view will greatly reduce the tension and cause the customer to be more comfortable in expressing his or her real feelings. This relaxes both of you and helps build an atmosphere of mutual cooperation and trust.

>> You will gain more credibility through the questions you ask than through the stories you tell

Every prospect expects salespeople to say good things about themselves and the products they sell. Thus, the stories you tell are rarely taken seriously and are frequently discounted. What is taken seriously is the concern and knowledge you display in learning about the customer's situation. Ask thought-provoking questions.

>> Don't get emotionally involved

The professional operates with an objective and clear mind and methodically unravels the customer's challenges so both the salesperson and the customer can come to a mutually beneficial understanding of the problem and the alignment of the solution. Being emotionally involved is being defensive and biased toward your needs.

>> Know the competition

In order to sell all the reasons why YOUR product or service is best for the prospect, you need to know as much as possible about your competitors. Be able to explain *why* your product is better than the rest and can solve a specific need of your client.

>> Maintain a routine follow up schedule your customers can count on

Customers value and are willing to pay more, substantially more, for service and after-the-sale support. Make sure that you consistently follow-up with your client database to insure their future business.

>> Create only win/win/win relationships

If your career intentions are truly long term, build only business agreements that are good for you, your customer and your company.